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FACSIMILE COVER SHEET

DATE: DECEMBER 27, 2005

NUMBER OF PAGES (INCLUDING
THIS TRANSMITTAL COVER SHEET): 5

TIME:

YOUR REFERENCE: 09/349,650

OUR REFERENCE: 209881

TO: US PATENT AND TRADEMARK OFFICE
TELEPHONE NUMBER:

FACSIMILE NUMBER: (571) 273-8300

FROM: MARK JOY

DIRECT LINE: (312) 616-5673

MESSAGE: SUBMISSION OF FORMAL DRAWINGS

In re Application of: Nyhan et al.

Art Unit: 3622

Examiner: Jean D. Janvier

Application No. 09/349,650

Date of Mailing of "Notice of Allowance
and Base Issue Fee Due": November 14, 2005

Filed: July 8, 1999

Confirmation No.: 6878

For: SYSTEM AND METHOD FOR EVALUATING AND/OR MONITORING
EFFECTIVENESS OF ON-LINE ADVERTISING

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PATENT

Attorney Docket No. 209881
Client Reference No.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Art Unit: 3622

Nyhan et al.

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SUBMISSION OF FORMAL DRAWINGS

Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

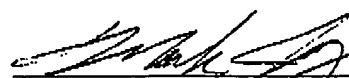
Attn: Official Draftsman

Dear Sir:

Applicants enclose herewith 2 sheets of formal drawings and request that the same be made of record in this application as a substitute for the informal drawings filed with the application on July 8, 1999.

The Commissioner is hereby authorized to charge any fees which may be required to Account No. 12-1216. A duplicate copy of this communication is enclosed for that purpose.

Respectfully submitted,


Mark Joy, Reg. No. 35,562
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Date: December 27, 2005

In re Appln. of Nyhan et al. Nyhan et al.
Application No. 09/349,650

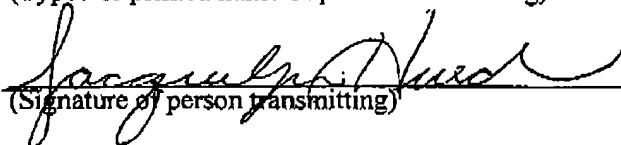
CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this SUBMISSION OF FORMAL DRAWINGS (along with any documents referred to as attached or enclosed) is being transmitted by facsimile to the United States Patent and Trademark Office, Attention: Examiner Jean D. Janvier, Art Unit 3622, Facsimile Number (571) 273-8300, on the date indicated.

Date: December 27, 2005

Jacquelyn Hurd

(Typed or printed name of person transmitting)


(Signature of person transmitting)